



WD 346 Behavioral Design

4 credits

Instructor: Susan Weinschenk, PhD

Office: B241, Science Building

Email: sweinsch@uwsp.edu

Phone: 847-909-5946

Office Hours: By appointment

Course Description

You will learn how to apply recent research in brain and behavioral science and behavioral economics to **engage, encourage, and persuade** the people that use the products and services you design.

Objectives

By the end of this semester, you will be able to:

- Use what we know about human vision to **grab and hold attention**
- Apply the latest research on **how people make decisions** to influence behavior
- Take generational differences into account in your designs
- Avoid your own cognitive biases when you design
- Understand how the **cognitive biases** of your target audience affects their behavior
- Use social norms to impact behavior
- **Choose the best motivator** to use depending on the target audience and what behavior you are looking to change

Required Text and Material Purchase

There is no textbook for this course. Instead, students will be assigned primary and secondary sources for reading.

Assignments

Assignments will be announced in class lectures and posted on Canvas. It is your responsibility to check Canvas for any homework assignments and supporting material.

Grading

1000 total possible points:

- 100 points for Exam 1
- 100 points for Exam 2
- 200 points for the Final Exam
- 100 points for Participation
- 200 points for homework graded activities
- 300 points for the Case Study

LATE ASSIGNMENTS -- If your assignments are handed in late you will lose 20% of the available points for every 24 hours you are late.

Grading Scale

A	= 94-100% of all possible points
A-	= 90-93.99%
B+	= 87-89.99%
B	= 84-86.99%
B-	= 81-83.99%
C+	= 78-80.99%
C	= 75-77.99%
C-	= 72-74.99%
D	= 69-71.99%
F	= <69%

The Role of the Professor

Professor Weinschenk will facilitate student research, projects and reports, and provide coaching and mentoring on class projects. It is Professor Weinschenk's goal that everyone in class will succeed.

The Role of the Student

As a student in this class, you are expected to be an active learner:

- You are encouraged to try new things, make mistakes, and need help. Your professor will help you get back on track if needed.
- You are expected to participate fully and do quality work assignments and presentations.
- You are strongly encouraged to ask as many questions as you need to.

Student Academic Standards and Disciplinary Procedures

UWSP has specific guidelines regarding student rights and responsibilities in class and on campus explained at

<http://www.uwsp.edu/dos/Documents/CommunityRights.pdf>

Disability Services

For information on **accommodations** available to students with disabilities, visit the Office of Disability Services in room 609 Learning Resource Center (715-346-3365) or their website:

<http://www.uwsp.edu/special/disability/>. Information can also be found at:
<http://www.uwsp.edu/admin/stuaffairs/rights/rightsADAPolicyInfo.pdf>

Academic Standards

The University of Wisconsin – Stevens Point is an academic community of individuals committed to the pursuit of learning, the acquisition of knowledge, and the education of all who seek it. This course expects that all work turned in for a grade is your own, or that of your group. A description of your rights and responsibilities as a member of the UWSP community can be found at:

<http://www.uwsp.edu/dos/Pages/Information%20for%20Students.aspx>

Student Academic Standards and Disciplinary Procedures (UWS/UWSP Chapter 14) is available at

<http://www.uwsp.edu/dos/Documents/Community%20Rights%20and%20Responsibilities.pdf#page=8>